

## IN THE CLAIMS

Please add the following new claims 67-73 to the application.

sub 67. (New) A method of displaying graphical objects on a webpage accessible by a user over the Internet, comprising:

storing a plurality of graphical objects, each graphical object including a link to further information on the Internet that can be invoked by a user, and having an associated click-through percentage and cost-per-click; and

displaying at least some of the graphical objects on a webpage displayed to a user, wherein the graphical objects are arranged using the product of the click-through percentage and the cost-per-click associated with the respective displayed graphical objects.

68. (New) The method according to claim 67, wherein the displayed graphical objects are arranged in decreasing order of said product.

B1 69. (New) The method according to claim 67, wherein each graphical object includes at least one of graphic and text symbols.

70. (New) The method according to claim 67, wherein each graphical object is one of an advertisement and a topic title.

71. (New) The method according to claim 67, wherein a stored graphical object may have associated with it at least one constraint on the display of the graphical object.

72. (New) The method according to claim 71, wherein the at least one constraint includes at least one of a restriction on pages or positions where the graphical object may be displayed and a restriction on a demographic variable of a user to whom the graphical object should be displayed.

73. (New) The method according to claim 67, wherein the click-through percentage is based, at least in part, on the prior performance of the graphical object.